% CONTRIBUTION

# MARLBORO GEAR PROGRAM SUMMARY

## WEEK ENDING 1/17/96

| | MAT | MCS | MGP |
|---|---|---|---|
| DURATION | 14 MONTHS | 8 MONTHS | 8 MONTHS |
| ORDERS PROCESSED | 7,202,895 | 5,784,392 | 4,634,896 |
| NUMBER OF RESPONDERS | 5,204,395 | 4,678,907 | 4,203,159 |
| RESPONDERS/ORDERS | 72% | 81% | 91% |
| ITEMS - PROCESSED | | | |
| LOW | 18,030,360 | 9,828,797 | 8,167,125 |
| MEDIUM | 8,189,672 | 4,936,915 | 3,806,542 |
| HIGH | 3,524,380 | 4,640,738 | 2,689,841 |
| TOTAL | 29,744,412 | 19,406,450 | 14,663,508 |
| % CONTRIBUTION | | | |
| LOW | 61% | 51% | 56% |
| MEDIUM | 28% | 25% | 26% |
| HIGH | 12% | 24% | 18% |
| AVG ITEMS/ORDER | 4.13 | 3.35 | 3.16 |
| MILES REDEEMED | | | |
| LOW | 2,485,196,910 | 1,685,523,040 | 1,725,558,845 |
| MEDIUM | 3,801,624,450 | 2,220,073,550 | 3,035,624,315 |
| HIGH | 4,341,251,360 | 4,629,529,375 | 5,460,986,865 |
| TOTAL | 10,628,072,720 | 8,535,125,965 | 10,222,170,025 |
| AVG MILES/ORDER | 1,476 | 1,476 | 2,205 |
| MILES REDEEMED - % BY TIER | | | |
| LOW | 23% | 20% | 17% |
| MEDIUM | 36% | 26% | 30% |
| HIGH | 41% | 54% | 53% |

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Source: https://www.industrydocuments.ucsf.edu/docs/zqgn0004

% CONTRIBUTION

# MARLBORO GEAR PROGRAM SUMMARY

## WEEK ENDING 1/17/96

| | CHANGE | | |
|---|---|---|---|
| | MAT TO MCS | MCS TO MGP | MAT TO MGP |
| **DURATION** | | | |
| **ORDERS PROCESSED** | -19.7% | -19.87% | -35.65% |
| **NUMBER OF RESPONDERS** | -10.1% | -10.17% | -19.24% |
| **RESPONDERS/ORDERS** | 11.9% | 12.11% | 25.51% |
| **ITEMS - PROCESSED** | | | |
| LOW | -45.5% | -16.91% | -54.70% |
| MEDIUM | -39.7% | -22.90% | -53.52% |
| HIGH | 31.7% | -42.04% | -23.68% |
| **TOTAL** | -34.8% | -24.44% | -50.70% |
| **% CONTRIBUTION** | | | |
| LOW | -16.4% | 9.97% | -8.12% |
| MEDIUM | -7.6% | 2.04% | -5.72% |
| HIGH | 101.8% | -23.29% | 54.81% |
| **AVG ITEMS/ORDER** | -18.8% | -5.70% | -23.39% |
| **MILES REDEEMED** | | | |
| LOW | -32.2% | 2.38% | -30.57% |
| MEDIUM | -41.6% | 36.74% | -20.15% |
| HIGH | 6.6% | 17.96% | 25.79% |
| **TOTAL** | -19.7% | 19.77% | -3.82% |
| **AVG MILES/ORDER** | 0.0% | 49.47% | 49.47% |
| **MILES REDEEMED - % BY TIER** | | | |
| LOW | -15.5% | -14.52% | -27.81% |
| MEDIUM | -27.3% | 14.17% | -16.98% |
| HIGH | 32.8% | -1.51% | 30.79% |

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Source: https://www.industrydocuments.ucsf.edu/docs/zqgn0004